

## CLAIMS:

We claim:

1. A line information database (LIDB) disposed within a public switched telephone network (PSTN) comprising:

a first collection of invariant data persisted in individual records in the LIDB, each of said records having an association with a subscriber in the PSTN;

a second collection of variable data persisted in said individual records in the LIDB, said variable data having been produced in an application deployed outside of the PSTN in a data communications network; and,

a query interface to retrieve said variable data from the LIDB and to persist variable data in the LIDB.

2. A system for managing variable data through line information database (LIDB) access in a public switched telephone network (PSTN), the system comprising:

a LIDB coupled to a service control point (SCP) in the PSTN;

an enterprise application deployed outside of the PSTN in a data communications network;

a gateway node communicatively coupled both to said SCP in the PSTN and to said enterprise application in said data communications network; and,

cookie writing logic communicatively linked to said enterprise application and programmed to write variable data to said LIDB in the PSTN.

3. The system of claim 2, further comprising logic communicatively linked to said enterprise application to retrieve from said LIDB variable data associated with a caller placing a call to a called party accessing said enterprise application.

4. A method for managing variable data through line information database (LIDB) access in a public switched telephone network (PSTN), the method comprising the steps of:

receiving a call from a caller over the PSTN;

establishing said call and subsequently terminating said call;

collecting variable data produced during said call; and,

persisting said collected variable data in a record in the LIDB associated with said caller.

5. The method of claim 4, further comprising the steps of:

retrieving variable data from a record in the LIDB associated with said caller prior to establishing said call; and,

utilizing said retrieved variable data during said call.

6. The method of claim 4, wherein said collecting step comprises the step of collecting said variable data in an enterprise application coupled to a gateway node in the PSTN.

7. The method of claim 4, wherein said persisting step comprises the step of accessing logic in a gateway node in the PSTN programmed to post data storage messages through the PSTN to the LIDB via a service control point (SCP).

8. A machine readable storage having stored thereon a computer program for managing variable data through line information database (LIDB) access in a public switched telephone network (PSTN), the computer program comprising a routine set of instructions which when executed by the machine cause the machine to perform the steps of:

receiving a call from a caller over the PSTN;

establishing said call and subsequently terminating said call;

collecting variable data produced during said call; and,

persisting said collected variable data in a record in the LIDB associated with said caller.

9. The machine readable storage of claim 8, further comprising the steps of:

retrieving variable data from a record in the LIDB associated with said caller prior to establishing said call; and,

utilizing said retrieved variable data during said call.

10. The machine readable storage of claim 8, wherein said collecting step comprises the step of collecting said variable data in an enterprise application coupled to a gateway node in the PSTN.

11. The machine readable storage of claim 8, wherein said persisting step comprises the step of accessing logic in a gateway node in the PSTN programmed to post data storage messages through the PSTN to the LIDB via a service control point (SCP).